

Department: JMC

SI No.	Name of the Book	Name of the Author	Name of the Publisher	Edition and Year	Remarks(if needed)
1.	Mass Communication in India	Keval J. Kumar	JAICO Publishing House		
2.	গণজ্ঞাপন মডেল ও তত্ত্বাবলী	সুজিত রায়	Dey Publications		
3.	Effective Public Relations and Media Strategy	C.V. Narasimha Reddi	PHI Learning Pvt. Ltd		
4.	Handbook of Public Relations	Philip Lesley	JAICO Publishing House		
5.	Our Films Their Films (Disha) Paperback – 1	Satyajit Ray	Orient BlackSwan		
6.	Fundamentals of Information Technology	Shrivastava Chetan	Kalyani Publishers		
7.	Digital multimedia	Chapman and Chapman	Wiley Publication		
8.	effective communication	Adair John	Pan Macmillan		
9.	Good English.Getting it right	Armani J C	Rupa Publication		
10.	New Media and Journalism	Dr. Neha Nema	Gyan Geeta Prakashan		
11.	Journalism in the Digital Age: Theory and Practice for Broadcast, Print and online Media	John Herbert.	Focal Press, Oxford.		
12.	New Media and	Abhay Chawla	Pearson	First Edition	

	Online Journalism: Handbook for Media Studies				
13.	Handbook of Online Journalism	Swati Chauhan and N.C. Pant	Kanishka Publishers		
14.	Indian Cinema: The Bollywood Saga	Dinesh Raheja	Lustre	2nd edition	
15.	Speaking of Films	<u>Satyajit Ray</u>	Penguin India		
16.	Film Art	<u>David Bordwell</u> (Author), <u>Kristin Thompson</u> (Author)	McGraw-Hill Inc.,US	5th edition	
17.	Screenplay: The Foundations of Screenwriting	<u>Syd Field</u> (Author)	RHUS	Revised ed. edition (29 November 2005)	
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